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FAX COVER SHEET

To: U.S. Patent and Trademark Office

From: Raymond A. Joao, Esq.

Date: June 2, 2008

Fax No.: 1-571-273-8300

No. Pages: 26 (including cover)

Re: AMENDMENT AND RESPONSE TO OFFICE ACTION - U.S. PATENT
APPLICATION SERIAL NO. 09/771,491

To Whom It May Concern:

Please find transmitted herewith an AMENDMENT AND
RESPONSE TO OFFICE ACTION for filing in the above-
identified application.

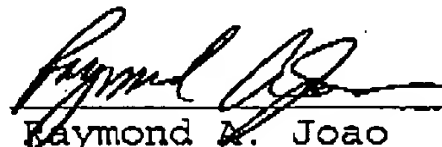
Respectfully Submitted,



Raymond A. Joao
Reg. No. 35,907

JUN 02 2008

I hereby certify that this correspondence is being transmitted via facsimile transmission to the United States Patent and Trademark Office at 571-273-8300 on June 2, 2008.


Raymond A. Joao

RJ180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : RAYMOND A. JOAO

SERIAL NO.: 09/771,491

FILED : JANUARY 27, 2001

FOR : APPARATUS AND METHOD FOR EFFECTUATING AN
AFFILIATED MARKETING RELATIONSHIP

EXAMINER : J. VAN BRAMER

GROUP : 3622

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

This is an Amendment and Response to Office Action in response to the Office Action, mailed March 31, 2008, wherein the Examiner rejected Claims 101, 102, 104-119, 121, and 122 in view of prior art references.

Applicant gratefully acknowledges the Examiner's time and courtesy extended during the Examiner Interview with Applicant which took place on May 30, 2008.

Based on the following Amendments and Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

Please amend the application as follows: